

# Primera Division - Apertura - Cacahuatique vs Águila

DATE: Sunday, September 7, 2025  
LOCATION: San Miguel, San Miguel Department, SV

## Event Description

Primera Division - Apertura - Cacahuatique vs Águila is a premier sports event in San Miguel. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 62/100

**Expected Attendance:** 3,856 people

**Event ID:** C42vqxQC2DjrUm4i7c

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,542 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*